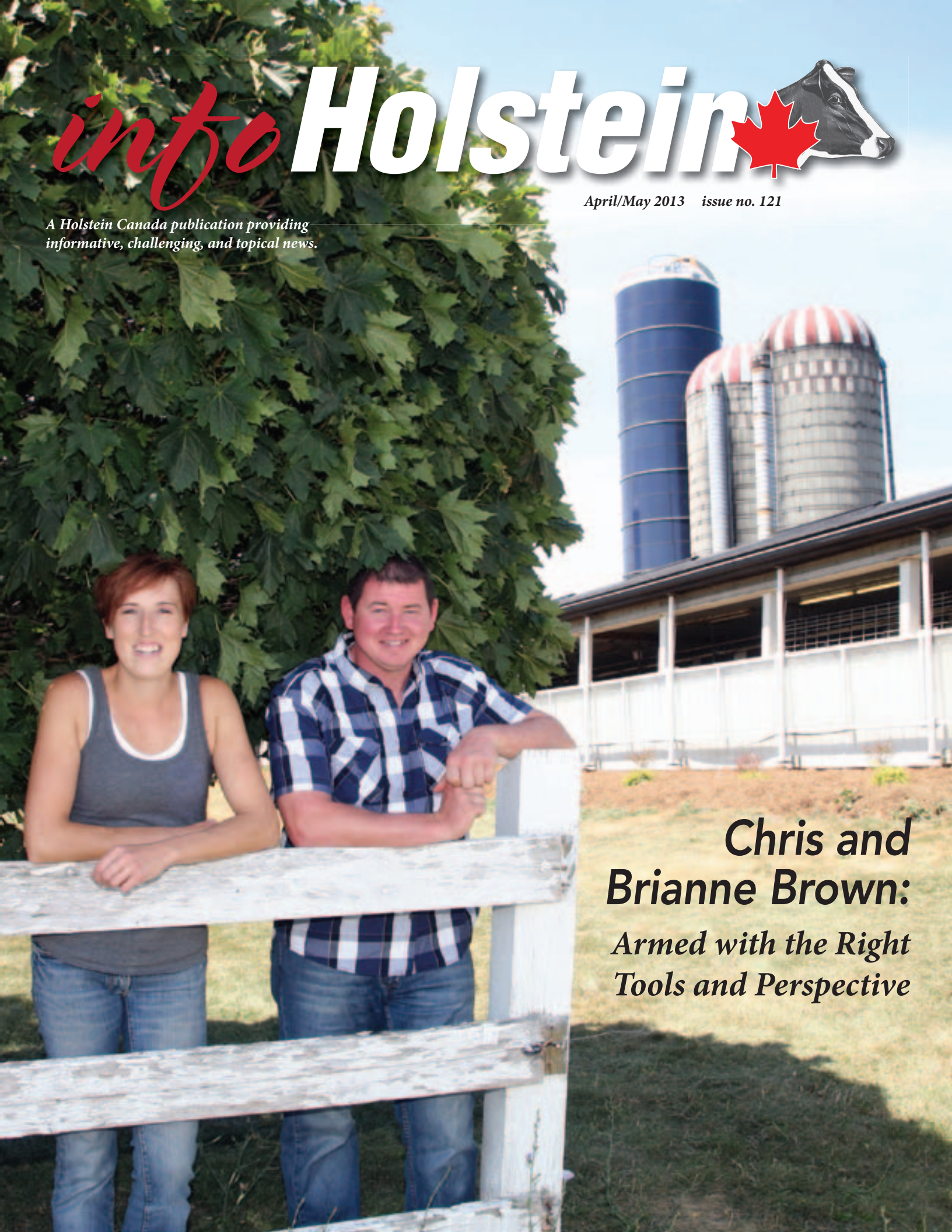


# *info* Holstein

April/May 2013 issue no. 121

A Holstein Canada publication providing  
informative, challenging, and topical news.



**Chris and  
Brianne Brown:**  
*Armed with the Right  
Tools and Perspective*





**EFFECTIVE APRIL 1<sup>ST</sup>, 2013**

BREEDER-OWNED BULLS IN CANADA CAN BE GENOTYPED THROUGH HOLSTEIN CANADA'S GENOTEST PROGRAM FOR INCLUSION IN GENOMIC EVALUATIONS IN CANADA.

# Need to Genotype your Males?

Choose one of three GenoTest options to genotype your males or to continue to test your cows and heifers:

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(6,000 SNP'S) = \$45

**2** LOW DENSITY PLUS  
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**3** STANDARD 50K PANEL  
(50,000 SNP'S) = \$135

A Genotyping Request Form can be completed in one of two ways:

1. The form can be found on Holstein Canada's website under the 'Genomics' tab, printed off, and mailed in to Holstein Canada's head office.
2. The form can also be pre-populated with the animal's information before the owner signs the completed form and mails it to Holstein Canada's head office. This can be done by entering in the animal's registration number in the 'Animal Inquiry' field on Holstein Canada's website homepage and then clicking the button below entitled 'GenoTest Application.'

\*Owners who genotype registered males under three months of age will receive a \$2 credit on GenoTest fees.

For more info: 519-756-8300 1-855-756-8300 [www.holstein.ca](http://www.holstein.ca)



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Nestled in Yarker, Ontario in the heart of the province are a passionate duo raising a young family and paving a way of success—and all on their own terms. Chris and Brianne Brown of Beslea Farms Ltd share their experiences in facing the hardships and the benefits of the lifestyle that come with starting out as dairy farmers and the benefits they see in being Holstein Canada members.

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by Holstein Canada Chief Executive Officer,  
Ann Louise Carson

# We have a Plan!

**I HAVEN'T MET** a farmer yet who doesn't always have a project on the go, or at least one on his/her mind! Farmers are forever expanding, renovating, revamping, rethinking things – and that is what makes our industry so dynamic. And quite often, your projects involve updated technology.

The first thing you do is consult family (dairy farming in Canada is after all a family business!) and then draw up plans to do the financial analysis. Then you put your head down and focus on the end result. You simply get things done – ideally on time and on budget. Occasionally, you have to readjust as things do come up unexpectedly – and quite often, the end result is even better than anticipated. And you NEVER turn back! In fact, any farmer I have chatted with about his/her expansion or major project almost always says, "I can't imagine ever going back!" Sound familiar?

concrete projects to make sure YOUR Association keeps up with your changing needs – and many do involve adapting to new technology. The detailed plan was rolled out to branches in mid-March and highlighted at the recent Annual General Meeting in Niagara Falls, ON. We have divided our 13 projects (a lucky number for a 2013 start!) into four pillars. We feel our plan has to be like our great cows— built on four solids legs! These four pillars are:

**POLICY:** From staff policy to supply management and herdbook integrity.

**TECHNOLOGY:** So much data, so little time! We need efficient software for all of our core services and projects such as registration, classification and genotesting will be completed

**BREED IMPROVEMENT:** It is what we are all about!

**MEMBERS:** Who we work for— from shows, to youth, to potential new pricing strategies— all these projects are for members.

Some of the main projects we will be keeping you updated on over the next two years include:

- A new 'client friendly' website by the end of 2013
- A complete redesign of our registration software to be able to register all-breeds that are interested and to offer Holstein breeders more options by the end of 2014
- A National Judging program – becoming more standardized from coast to coast
- Review of our youth programs: they are our future after all!
- Supporting our classifiers to be the best they can be and having more of them
- Offering Field Service in eastern and western Canada. This has been well underway since early 2013

... And much more!

Today we are laying the groundwork by sharing with you what we are going to do and we promise to deliver on what we have shared! Stay tuned for updates along the way over the next two years. Exciting time are ahead at the Association now that we have a concrete plan! 🇨🇦



**HOLSTEIN CANADA** CEO Ann Louise Carson working with all nine branches at a recent National-Branch Workshop in March to share the final Strategic Plan for 2013-2014 that all branches helped to develop.

Holstein Canada is following your lead. WE HAVE A PLAN! Like you, we first consulted the 'family' – all nine branches had input into this plan. This was the most valuable step to get to our final project list completed. Our Strategic Plan for 2013 and 2014 has some very



# LPI GETS A FACELIFT

IN APRIL 2013, the national genetic selection index in Canada, the Lifetime Profit Index (LPI), got a facelift. This “new look” simply changed the scale of expression of the LPI, which did not affect the ranking of animals or the expected rate of genetic progress for LPI or any individual trait. There was no change to the expression of the individual traits that contribute to the LPI (i.e., Fat and Protein, Herd Life, etc.)

The most important advantage to making this change was to reduce the intensity placed on LPI differences between elite animals. In the past, there was a spread of several hundred points between the top 5 LPI progeny proven sires, which overemphasized actual differences producers could expect from these elite sires.

The variation between the poorest and most superior animals in Canada for LPI has always been much larger than any other country in the world (more than twice). Large drops or an increase that can occur for individual animals from proof to proof has created an inaccurate perception that Canadian proofs are unstable. This perception damages the ability to promote Canadian genetics on the Canadian scale which has driven an upswing in popularity of obtaining US values. To add to the complication, differences between evaluations and methods in the US compared to Canada could hamper the marketability of animals internationally.

The blue curve in the right-hand graph shows the LPI prior to rescaling, which took place in April 2013. The red curve is the new rescaled LPI curve, which is calculated by taking the original LPI value dividing it by two and adding 1,700. This new LPI rescaling will help to change perceptions on the LPI formula that values are unstable due to the large differences between animals and help to enhance the marketability of animals internationally.

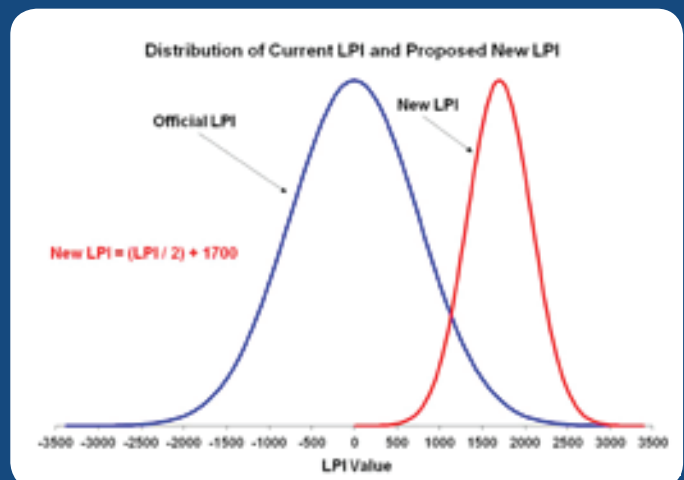
## WHAT TO EXPECT

THE NEW SCALE OF EXPRESSION FOR LPI CAN BE OBTAINED BY DIVIDING BY 2 AND ADDING 1,700. NO ANIMAL WILL HAVE A NEGATIVE LPI VALUE AND THE VALUES IN THE POPULATION WILL RANGE FROM ZERO TO APPROXIMATELY 3,400.

A MAJORITY OF ANIMALS WILL REALIZE AN INCREASE (SOME SIGNIFICANTLY) TO THEIR LPI VALUE. ONLY VERY HIGH INDEXING YOUNG BULLS AND HEIFERS (HIGHER THAN THE CURRENT TOP PROGENY PROVEN BULL MAN-O-MAN AT 3,400) WILL SEE A SLIGHT DECREASE IN THEIR VALUE.

## NEXT STEPS

OVER THE NEXT 18 MONTHS, THE INDUSTRY WILL CONSIDER MODIFICATIONS TO THE LPI FORMULA, ESPECIALLY THE INDIVIDUAL TRAITS INCLUDED AND THEIR ASSOCIATED EMPHASIS GIVEN THE UPCOMING RELEASE OF NEW TRAITS, SUCH AS MASTITIS RESISTANCE AND OVERALL IMMUNITY. IN ADDITION, CANADIAN DAIRY NETWORK WILL CONTINUE TO INVESTIGATE IMPROVEMENTS TO THE ACCURACY AND STABILITY OF GENOMIC EVALUATIONS WITH THE ULTIMATE GOAL OF ENSURING THE APPROPRIATE AND PRECISE ASSESSMENT OF NEWLY PROVEN BULLS IN RELATION TO PROGENY PROVEN BULLS.





# Ultraflex. Tag Option

A **NEW TAG SET**, known as **Ultraflex**, is being introduced that is made with plastic that has been modified to be more flexible and pliable, which increases the tags durability and provides better resistance to drastic temperature changes from winter to summer. Also, the 'male' tag is a new design— more rounded in shape with a thicker stem that fits closer to the animal's ear— reducing the space between the two tags and helping to minimize the risk of getting caught on chains, feeders, bale ropes, etc., and thus avoiding chances of ripping the ear or damaging the tag. Initially, the Ultraflex tags will be available in the RFID button option and later, the Association will introduce the RFID XL panel option. **There will be no price change for the new tag options.**

The Association continues to work with Allflex to ensure reliable tags are produced to meet the needs of Canadian dairy producers. Allflex is always willing to work with the Association in analyzing lost tags in order for Holstein Canada to understand what may have caused tags to fall out and to collaborate together to continue to improve the tags. Tags are designed with size, weight, and pliability in mind.

There has been an evolution of tag shapes over the years to the strong sloping shoulder and use of new materials as in the new Ultraflex tags now being marketed. With any type of tag though, **producers may continue to experience some tag loss.**

The Association would like to hear from members to get an understanding of the circumstances related to the lost tags and if possible, obtain any ripped tags from members. If you would like to share your experiences, please contact National Livestock Identification for Dairy (NLID) at 1-877-771-6543 or via email at [nlidorder@holstein.ca](mailto:nlidorder@holstein.ca)

If a tag is lost, a replacement tag should be ordered immediately to ensure uninterrupted animal identification. NLID replacement tags are issued with the same original number and, if lost through normal wear-and-tear, are replaced free. This applies to Canadian dairy producers, except those in Québec. Québec producers must contact ATQ for same-numbered replacement tags. Contact NLID to order your tag sets or order replacements by calling 1-877-771-6543 or emailing [nlidorder@holstein.ca](mailto:nlidorder@holstein.ca) 

# Thank You for the Enriching Experience

by Holstein Canada Outgoing President, Glen McNeil, Goderich, ON

**AS MY TERM AS NATIONAL DIRECTOR** and President of Holstein Canada concludes, I reflect on a very positive and enriching experience. A sincere **'thank you'** to the caring and passionate members of Holstein Canada for your trust, support, and respect that I have felt as I have travelled to every province of this great country over the past year as President.

Words are inadequate to express my gratitude to our strong, unified Board of Directors for the confidence and support they have given me to fulfil my responsibilities. I would like to extend to our Chief Executive Officer (CEO) Ann Louise Carson and our entire staff my upmost appreciation and respect for all of your dedication, professionalism, and hard work on behalf of our 11,000 members.

A sincere **'thank you'** to all of our valued industry partners for your continued strong support that enabled Holstein Canada to host the first-ever World Holstein Conference in Canada. This event is a great source of pride for me personally as over 600 delegates from 39 countries experienced our Canadian hospitality, Canadian Holsteins, and was in awe of our Canadian industry cooperation.

Holstein Canada is a vocal supporter of DFC and supply management in Canada. In traveling internationally representing

Holstein Canada, we are envied around the world for our supply management system and our Canadian Holsteins. It is our responsibility to be vigilant as we continue to strengthen our relationships with our consumers and governments federally and provincially, and continue to breed profitable Holsteins that are respected and in demand around the world.

Finally and most sincerely, I would like to thank my family: to my daughter Katie and husband Dan, thank you for your support. To my son Curtis and our herdsman Greg, thank you for very capably managing the farm in my absence. And most importantly, a special thank you to my wife Vanda for your continual love, support, and sacrifices that you have made to enable me to have this most enriching experience.

The saying 'good to great' has often been used in the past year since Ann Louise Carson became CEO and it seems most fitting as I conclude with my final thought as President. With the passion of our members combined with the leadership and vision of our Board, CEO, and our dedicated staff, I have no doubts that Holstein Canada will certainly transition from **'Good to Great.'** 🇨🇦



OUTGOING NATIONAL PRESIDENT Glen McNeil with daughter Katie, son-in-law Dan, wife Vanda, and son Curtis.



Approximately 200 soldiers from Canadian Army Reserve units in Atlantic Canada participated in Exercise Stalwart Goose 2013. The annual exercise provides soldiers with the opportunity to develop war fighting skills required to conduct operations in a winter environment. The military exercise was held at Headline Holsteins of Deer Lake, Newfoundland—a proud Holstein Canada member. Photos courtesy of Warrant Officer Jerry Kean.

# Holstein Canada Member Hosts Canadian Military Exercise

“As Canadians I think it’s part of our duty to help the Canadian Forces whenever you can.”

- PHIL MACLEAN, HEADLINE HOLSTEINS LTD. OF DEER LAKE, NEWFOUNDLAND.

**THE WORD ‘BATTLEFIELD’** was given extra meaning recently as 200 soldiers from Atlantic Canada donned snowshoes and conducted an infantry exercise on the fields of Phil MacLean and Pauline Duivenvoorden’s dairy farm, Headline Holsteins Ltd. of Deer Lake, Newfoundland.

At the end of January for four days, Headline Holsteins hosted Exercise Stalwart Goose 2013—an annual exercise that provides reservists (part-time) soldiers from communities across Atlantic Canada in New Brunswick and Newfoundland and Labrador—the opportunity to develop war fighting skills required for operations in winter environments.

The Canadian Army approached MacLean to use the farm because it offers ideal terrain for army training and was located just eight kilometres from the

airport in Deer Lake where soldiers could be airlifted. Normally, the fields where the military exercise took place are used for grass and alfalfa silage or corn silage. Headline Holsteins Ltd. milks 400 cows and has 900 head in total. The 3,400-acre farm has about 1,400 cleared, arable acres. “It’s an excellent training area, as good as any we have in the Canadian Forces,” said Lieutenant-Colonel Clyde T. Russell, the Commanding Officer of the 2nd Battalion, The Royal Newfoundland Regiment, based in Corner Brook, Newfoundland. “It’s nice undulating, rolling-type terrain is excellent for teaching small unit tactics and use of ground and fire manoeuvre.”

Upon arriving at *Headline*, the troops marched four kilometres by snowshoe from the cow barns into the fields to set-up camp in Arctic tents for their operations. They carried weapons, pushed or pulled





toboggans loaded with tents and supplies, and shouldered the weight of full rack sacks. And as they marched, they responded to repeated attacks staged by other soldiers tasked to play the role of enemy in a scenario-based mock battle.

For his part, MacLean said he was glad to help. "As Canadians I think it's part of our duty to help the Canadian Forces whenever you can," he said. "We're a northern climate, so if the military is going to perform exercises, winter has to be part of it."

Headline Holsteins Ltd.-- a proud Holstein Canada member-- was started in 1989 and is one of approximately 32 dairy operations in Newfoundland. 🇨🇦



## TWEAKS TO HOLSTEIN CANADA PHONE SYSTEM

**NEW!**

**HOLSTEIN CANADA** implemented a new phone system in July 2012, which has many advantages to serve clients faster. A recent change has been made to the current phone system so when members call in to the office, they will now have the opportunity to dial staff members extensions immediately instead of waiting until being prompted. This change was made to make it quicker and easier for clients to speak to the person they intend to speak with now that members are becoming more familiar with extension numbers versus staff names.

An auto attendant still remains when members first call the office during office hours (Monday to Friday, 8:00 a.m. to 5:00 p.m. EST). Dialing 0 to speak to a receptionist remains an upfront option through the auto attendant recordings/options. If members chose not to dial by extension immediately, they will hear all

the same prompts as before: dial 1 for department listing; 3 for company directory; 4 for NLID; 5 for office hours and location.

Members must ensure they listen to prompts upon dialing in to the office to ensure they are able to connect with the appropriate staff members. At times when there is staff functions being held, such as a retirement party, reception is then closed. Prompts will be available to let members know of reception being closed during these times. If any other special announcements occur regarding such things as statutory holidays, general office meetings, and inclement weather that affects whether the office is open, members will have to ensure they listen to the prompts upon calling in.

For any members who call in between 5:00 p.m. and 8:00 a.m., they will hear a message saying the office is now closed. Once members choose the appropriate

language selection, they have one of three options: 1) dial 0 to leave a message on the general delivery mailbox; 2) enter the extension number of the staff member they wish to connect with, or 3) continue to listen for further menu options.

A staff directory with each staff members' name and extension number has been

made available on Holstein Canada's website for members to use that can be found at:

- > [www.holstein.ca](http://www.holstein.ca)
- > Association
- > Contact Us > Staff Directory (blue link)

Remember, Holstein Canada recently introduced a new toll-free number at 1-855-756-8300!








**CHRIS AND BRIANNE BROWN** of Beslea Farms Ltd pose in front of their new farm in Yarker, Ontario where they raise their young family of five children pictured above—Carter, Griffin, Cohen, Chase, and Payton.



# CHRIS & BRIANNE BROWN:


## *Armed with the Right Tools & Perspective*

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Nestled in Yarker, Ontario in the heart of the province are a passionate duo raising a young family and paving a way of success—and all on their own terms. Chris and Brianne Brown of Beslea Farms Ltd are a model for not only other young couples, but any couple looking to make their way in the dairy industry. They have experienced both the hardships and the benefits of the lifestyle that come with starting as dairy farmers.

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**WHILE REMAINING POSITIVE** and humble about their journey thus far and where the future will take them, husband and wife Chris and Brianne consider themselves very fortunate for the life experiences they have underwent to lead them to where they are now.

After meeting at the University of Guelph and both graduating from four-year Agricultural degree programs—Chris graduating with Honours in Agricultural Science and Brianne majoring in Animal Science—they finished University with their combined sights set on a lifelong dream of becoming dairy farmers. Together, they began their quest, purchasing the cows and quota from *Brown*

*Eden Farms* — Chris' family farm located between Hanover, Ontario and Walkerton, Ontario. They then formed a joint venture in 2003 with Brianne's family's farm, Beslea Farms Ltd, located north of Toronto, Ontario.

Chris began working full-time at Beslea in 2003 while Brianne maintained a job outside of the farm at a car dealership until their first child, Carter was born in 2004. This allowed Brianne the perfect opportunity to finally commit to staying home to work full-time on the farm. Brianne, a sixth generation on the family farm had finally found her calling and knew that farming full-time with her husband was exactly where she was meant to be. The time spent

working off-farm provided a perfect opportunity to gain further skills that they both otherwise would not have been able to experience. Brianne's job at a local car dealership provided the opportunity to take intensive sales training in the US. Brianne comments on the experience saying, "Not only did I learn how to sell but on the flip side, I learned how to be a savvy customer and this has come incredibly handy on the farm." The decision to work off farm for both Chris and Brianne also reaffirmed their lifelong dream of knowing they indeed wanted to farm.

Helping to grow the Beslea family farm to over 1200 acres, 100 head milking herd, and a flock of 300 commercial ewes while in Shelburne, Ontario, Brianne and Chris became partners with Brianne's aunt and uncle in 2008 and became sole owners of the farmstead in 2009 after approaching her aunt and uncle about the potential to purchase the farm. This idea was welcomed with positive reinforcement from family members. Most equipment, land, and sheep were purchased by Brianne's uncle Brian, which left Chris and Brianne with the herd of cows they had always dreamed of owning, but with significantly less land base. With rising feed costs, they began to look for more land in the surrounding area, but due to high

## THE BROWN'S SET GOALS EARLY ON BEFORE TAKING OVER THE FAMILY FARMS AND WROTE THEIR GOALS DOWN AS A WAY TO REVIEW THEM REGULARLY AND ENSURE THEY ARE CONTINUALLY ON THE RIGHT PATH TO ACHIEVING THESE GOALS.

land prices they had to look elsewhere. It made them do something that most other dairy farmers wouldn't consider doing—stepping out of their comfort zone and looking for land in other areas of the province with the potential of moving the family farm where the land was that they needed to sustain their 200-cow herd.

And while looking for more land, Chris and Brianne stumbled upon a listing for a beautiful dairy operation in Yarker, Ontario—located directly in the middle of Ontario from both borders, but some three and a half hours away from the original *Beslea* homestead in Shelburne. The chance to purchase the operation came in June 2011 when owner Jim Fenwick of Fenhaven Farms was ready to retire. The 90-cow facilities, land base, and home were the perfect space for a young, ambitious family looking to take over an operation with close to 400 acres of land.

In September 2011, Chris and Brianne packed up their four children (at the time) and moved both their kids and cows east—and they haven't looked back since. "Moving from Shelburne to Yarker is the best decision Chris and I made for our farm and our family for many reasons," says Brianne. "It was the most exciting and scary thing we have ever done." Brianne, who was eight and a half months pregnant at the time when they moved, handled it all in stride as they made the major life transition.

In purchasing the existing *Fenhaven* herd of 230 head of cattle

with the farm and land, they had intended on going through the cattle and determining which ones to sell in the new herd so they could get their numbers down quickly and assimilate the cattle they had brought with them from their existing herd. *Beslea* has been a long-standing member of Holstein Canada since 1985 and while Chris and Brianne both grew up as Holstein Canada members and knew they would always continue their membership upon owning their own herd one day, it wasn't until their farm move that they truly realized how instrumental being members of Holstein Canada was. Because some registrations were behind in the newly-acquired herd, Holstein Ontario field service representative, Adrian Vander Wielen provided great assistance to the Browns. They also applauded the efforts of Holstein Canada staff members Dawn Avery and Toni Welsh who knew Brianne on a first-name basis through many phone calls in helping to ensure the herd transfer was complete and all animals were identified, parentage tested if needed, and registered accordingly. Proper records and paperwork from the previous owners helped ensure sketches of animals purchased on the farm were easily identified when tags were not present.

In addition to benefiting from registration and genotyping services, Chris and Brianne also continue to classify as a herd management tool and are proud to be home to 6 EX, 51 VG, 50 GP, and 3G. All herd management tools are well-thought of and strategically selected to complement the goals they set for their operation. The Browns set goals early on before taking over the family farms and wrote

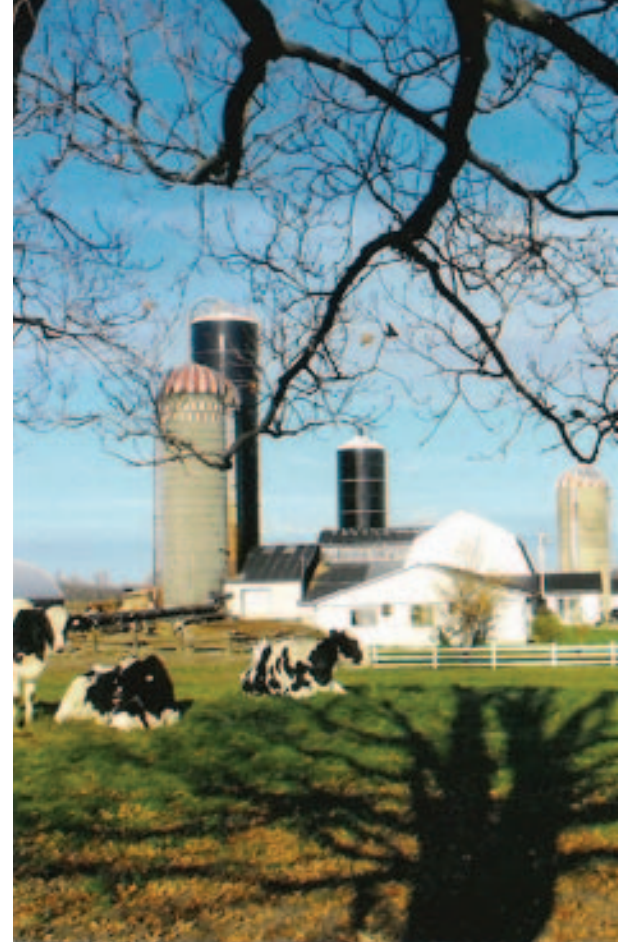
their goals down as a way to review them regularly and ensure they are continually on the right path to achieving these goals. The goals include owning their own dairy farm (already achieved!); breeding a class winner at the Royal Agricultural Winter Fair; becoming the most efficient dairy farmers they can be; and obtaining Holstein Canada's highest honour—Master Breeder status. Aligning their Holstein Canada membership with their lifelong goal of becoming a Master Breeder also supports the many other activities that they enjoy as members of the Association. "As members of Holstein Canada we have access to opportunities and events that allow us to network and meet other producers and share our story and learn from others and their stories," says Brianne. "The learning opportunities provided by Holstein Canada events and publications are valuable not just as learning tools but also for morale. There is nothing better for young people than to learn they are not alone in their struggles on the farm and that what they are going through is normal and that others across the country experience exactly what they are going through."

They now milk 100 head of 2/3 Holsteins and 1/3 jerseys and have made adjustments in the new facilities to accommodate the larger milking herd. They have revamped the feeding system utilizing a mobile TMR mixer; constructed three new larger maternity pens; and are currently in the process of renovating their existing heifer and dry cow facilities to help improve cow comfort and reduce labour





Beslea Goldwyn Lacy (VG-87) is a great-granddaughter of foundation cow, Beslea Leader Lynette (EX-3E 1\*)



costs. Their short term goals include building new heifer pastures and making minor adjustments to the milking barn so the herd can enjoy time outside each day for exercise.

Chris and Brianne both focus on breeding cows that are large-bodied, upstanding cows with lots of chest and heart with well-attached udders and sound feet and legs. 'Correct conformation cows will produce well if fed correctly' is something the Browns truly believe in and using only bulls that are a positive for milk helps them achieve this breeding philosophy. Reaping the benefits of older sires such as *Gibson* and *Outside* while using current sires such as *Goldwyn* and *Fever* has helped established a genetically-strong herd. The influence from foundation cow Beslea Leader Lynette (EX-3E 1\*) is still felt through *Goldwyn* and *Outside* daughters even though *Lynette* is no longer with Beslea. Many fine animals from the existing *Beslea* herd and now new bloodlines from the acquired *Fenhaven* herd are being developed by Chris and Brianne in hopes that they can enhance their opportunities to pursue their love of showing and marketing dairy cattle. They were equally excited to make their "return" to the show ring just this past spring by participating in the Ontario Spring Discovery Show and they look forward to continuing this show season with animals they are excited to showcase.

One of the best aspects of Chris and Brianne as a couple and as business partners and managers are their openness and willingness to share their experiences with fellow producers of both what has worked and what hasn't worked in hopes that if they can help anyone learn from their experiences, then they have been a help to the industry.

"I once said to a group at Ontario's Dairy Sen\$e 4-H Conference that if Chris and I can be dairy farming, then anyone can," says Brianne. Brianne also shares advice for young breeders looking to strike out in the dairy industry: "Our advice would be not to give up; network; start early if you know you want to be a dairy farmer; be a good manager; and think outside the box."

While Chris and Brianne have gone through life experiences already at a young age that some don't face in a lifetime, they both remain positive about the business. "We stay positive by talking to each other and sharing what is frustrating us—believe it or not, we stay positive by sharing our "bad day" stories with other young farmers. Whether it is by email, a text, Facebook, or a phone call—these 'venting' sessions allow us to see we aren't the only ones that experience bad days." One thing is for certain; both Chris and Brianne are extremely appreciative of the family support they have received in their journey of purchasing the family farm and making the move to their new farm in eastern Ontario. While they share a love and passion for dairy farming, their roots are firmly planted in family and raising their five children—Carter, Payton, Cohen, Griffin, and Chase—is a top priority for Chris and Brianne. "There is no better way to raise a family," says Brianne. "They have room to run and grow while at the same time we are teaching them the value in a hard day's work." If there is anything their young children can learn from their parents already it is that with a clear vision, persistency, resiliency, hard work, and armed with the right tools and perspective, you can truly do anything you set your mind too as Chris and Brianne are living proof of this motto. 🐄



# Centennial Celebrations in York County

**THE YORK COUNTY** Holstein Club celebrated in March to commemorate its 100th anniversary to reminisce on the rich history that encompasses the small, but mighty group of York County breeders. A large crowd of 300 people took part in the centennial festivities and the humble and hardworking volunteers of York County put on a fabulous night to honour past and present herds that have made York County known worldwide.

York County was the heart of the Holstein breeding business when the North York Holstein Friesian Breeder's Club officially began on June 21, 1913 with Sir Henry Pellatt and Mr. J.C. Steckly as the honorary Presidents. Three years later, the club would expand to include all of York County and was renamed to York County Holstein Friesian Club. Guest Speakers Dr. Tim Henshaw and the 2012 Curtis Clark award winner and Quality Holstein's long-time herdsman, Don Schwartz provided comedic entertainment as they tested the crowd with York County trivia questions relating to famous cows and bulls bred in York County including animals from herds such as *Oak Ridges*, *Romandale* and *Quality*.

With rapid urban sprawl impeding the county's beautiful farm land, only a small number of 29 producers remain in the county. But in all its glory, the county is proud to boast 22 Master Breeders and has been home to eight National Holstein Board Presidents since 1892.

Touching tributes and stories on past and present breeders in addition to candle lighting ceremonies to celebrate the 100th

anniversary and the next generation of youth in York County made for a spectacular evening. Memorabilia was on display from past York County farms and both a live and silent auction were held to raise money for the York County Holstein Club. The crowd was stunned when a live calf from Quality Holsteins of Vaughn, ON was brought into the banquet hall to be auctioned off. The Ekstein family graciously donated proceeds from the live auction of September calf Quality Braxton Finesse to the York County Holstein Club. *Finesse* was the talk of the evening as the all-black stylish calf had quite the pedigree tracing back to 2005 Holstein Canada Cow of the Year and two-time Royal Agricultural Winter Fair Supreme and Grand Champion— Quality B C Frantisco. The calf was proudly purchased by Rick Carberry of Peel County.

Another unique and final item that was auctioned was a painting that was commissioned by the York County Holstein Club depicting five York Region Champion Holsteins: Lonelm Texal Highcroft, Quality B C Frantisco, Oak Ridges Star Belle, Romandale Cora, and Silvia Pabst Texal. The beautifully-crafted painting, done by well-known artist and six-generation resident of the Markham community, Murray Pipher, was proudly purchased by Holstein Canada and is now hung proudly on the Association walls for all to enjoy.

Congratulations to all involved in making the centennial celebrations of York County Holstein Club a memorable event! 🐄





# Transfers of Animal Ownership

The importance and value of reporting transfer of ownership details should never be underestimated. There are many benefits to filing animal transfers in a timely manner:

- TO AVOID DELAYS DURING REGISTRATION OF PROGENY
- TO ENSURE RECOGNITION IS CREDITED TO THE CORRECT PREFIX (BREEDER AND OWNER), E.G. AWARDS
- TO MAINTAIN SEQUENTIAL LINEAGE INFORMATION, WHICH AVOIDS INBREEDING AND LOSS OF PUREBRED STATUS
- TO FURTHER SUPPORT TRACEABILITY INITIATIVES, RECORDING OF MOVEMENT AND AGE VERIFICATION DATA

**ON FARM**, producers can use the Herd Event Recording Calendar or daily events log to record new animals entering the herd; new animals co-mingling with animals within the herd; and animals sold, disposed of, or exiting the herd.

Today, many Certificates of Registry are released by sellers upon sale and travel with the animal. The responsibility for filing of ownership updates often rests with the buyer. Subsequent ownership changes and registration of resulting calves can be unnecessarily delayed when transfers of ownership are not on file with the Association.

Without current, complete ownership records, registration of resulting calves are delayed or breeder and prefix could be incorrectly assigned. A calf must be registered in the same name as the recorded owner of the dam at the time of calving. Timely transfers helps ensure that the animal's complete movement is known and inbreeding and loss of purebred status is avoided.

Sellers have the responsibility to look after their own interests. They can protect themselves by adopting good business practices and dealing with reputable people. Prior to releasing animals or embryos, completed sales agreements—including payment terms—should be finalized.

The Association's By-laws state: "Upon the sale of an animal as registered or purebred, it is a responsibility of the seller to ensure a duly transferred certificate, issued by the Association, is provided to the buyer. A seller shall initiate the transaction by filing a transfer in approved manner with the Association and ensuring arrangements are complete for the payment of any necessary fees. In the event that the buyer and seller intend for a sale agreement to supersede this protocol, the responsibility for payment of the transfer fee and responsibility for filing a transfer may be established amongst the parties themselves."

To remain in an enviable position in the world with leading-edge dairy genetics, we as an industry need to expand on our traceability and transfers from herd to herd. This can be accomplished by ensuring transfers are done effectively and in a timely manner, ideally at time of sale. 🐄

# HOLSTEIN CANADA CONGRATULATES HOLSTEIN JOURNAL ON 75 YEARS



**APRIL 2013** marked a very special event in the Canadian Holstein industry—the 75th anniversary of the well-known Canadian Holstein magazine, the Holstein Journal. Since April 1938, breeders across Canada have anticipated the arrival of the Holstein Journal each month to read about the latest reports on news, events, animals, and the people who have shaped the Holstein breed in Canada.

Holstein Canada is extremely proud to have a long-standing and close relationship with Holstein

Journal staff as the Association has worked with staff for years at a number of industry events including the National Holstein Convention, the World Holstein Conference, the Royal Agricultural Winter Fair, and many other industry meetings and sales.

Holstein Canada sincerely thanks the Holstein Journal for serving the Canadian Holstein industry and congratulates them on celebrating 75 years in the business! 🇨🇦



## THE FIRST OF ITS KIND: CANADIAN DAIRY XPO A RESOUNDING SUCCESS

**HOLSTEIN CANADA** was a proud sponsor of the inaugural Canadian Dairy Xpo (CDX) event when it was held in Stratford, ON February 6 and 7, 2013. The first of its kind in Canada, the first-ever CDX national show was dedicated exclusively to the dairy sector in Canada. It was a multi-faceted event owning the mandate of technology and knowledge transfer with the progressive dairy producer in mind.

Mass crowds gathered from all ends of Ontario as well as producers who attended from eastern and western Canada—producers attended from six Canadian provinces and 11 countries. Close to 11,600 interested dairy enthusiasts attended the event in total—7,900 the first day and 3,600 on the second and final day of the Xpo. Surveys that were completed by attendees saw 89% of individuals as active dairy producers and 86% came with their families.

A large tradeshow featured booths as well as live demonstrations to showcase leading industry technology and innovations in the dairy

industry. Opening night featured a complimentary cheeseFEST event with high quality cheeses from four dairy species—cow, goat, sheep and water buffalo. A complimentary pancake breakfast kick-started a well-attended Dairy Symposium highlighting leading industry experts speaking on genetic advancement, technology, social media, and nutrition.

With plans well underway for the 2014 show, CDX organizers are excited to double the size of the show for its February 2014 dates of February 5 and 6, 2014 held again at the Stratford Rotary Complex, Stratford, ON. Other changes in the works for the 2014 show include moving the Dairy Symposium from a one-day classroom program to two days.

With the recent announcement of expansion and continued excitement of CDX, the Xpo is set to become the largest dairy event in Canada and second largest in North America. Mark the February 5 and 6 dates in your calendar as this event is certainly a not-to-miss event in 2014! 🇨🇦

**"THE 300FT BRITESPAN  
COW COLISEUM WAS A  
PRODUCER FAVORITE, THAT  
COMBINED WORLD CLASS  
INNOVATION AND GRASS  
ROOTS HOSPITALITY."**




# Determining Whether She is (or isn't) a Freemartin

**FREEMARTINISM IS DEFINED** as a sterile female bovine calf born twin with a male. Approximately 92% of females born co-twin to a male are freemartins or a non-breeder. If there's blood transfer between placentas, the H-Y antigen also starts affecting the female, causing defects in her reproductive tract. As a result, the female's reproductive system does not properly develop due to the exposure to the twin male's blood and hormones. In the remaining 8% of twin females that are fertile, blood exchange did not occur. Research shows that one in 13 female calves born twin to a male are in fact normal and can reproduce.

**Research shows that one in 13 female calves born twin to a male are in fact normal and can reproduce.**

Applications for Registry for females born twin to a male should be submitted to the Association within three months of age to be date stamped in order to avoid late fees. If, and when the female is confirmed pregnant, forward the application for registry to the office along with a statement to this effect.

The other alternative is to conduct a DNA freemartin test at a cost of \$35. If a producer wishes to proceed with a freemartin determination test, note this on the animal's application for registry. A test kit and corresponding directions will be provided. Test results are reported either positive or negative for the detection of male DNA. A negative result will allow the animal to be eligible for registration.

The freemartin predictability test samples are sent to GenServe Laboratories, where the test related to freemartinism is conducted. This is a predictive test designed to detect the presence of male DNA in the blood of a female calf. To learn more about the test contact Holstein Canada's Customer Service department toll free at 1-855-756-8300 or e-mail [CustomerService@holstein.ca](mailto:CustomerService@holstein.ca). 

## WHERE DOES THE TERM 'FREEMARTIN' COME FROM?

The term freemartin is said to have originated in England as it referred to a heifer that was not pregnant after the summer breeding season. She was therefore "free" for fattening and slaughter at "Martinmas" — a fall festival in honour of St. Martin."


*The above statement was taken from a 2004 article written by Jeff Gragnet, DVM, a vet in Qualicum Beach, B.C.*

## CHANGE IN US SYSTEM

**AS CANADA EXPERIENCED** in the mid-90s, the calculation of genetic and genomic evaluations in the US is being privatized, effective March 2013. This affects availability and pricing of US genomic values for animals owned and genotyped in Canada. The organization now responsible for the service in the US, known as the *Council on Dairy Cattle Breeding*, publicly announced their new cost structure on March 22, 2013. Holstein Canada is working closely with US officials to assure a smooth transition as further information regarding the implementation of this new service becomes available.

### THE FACTS KNOWN AS THIS TIME:

- In order to request US genomic values for Canadian-owned animals, genomic samples must be submitted through Holstein Canada's GenoTest service.
- Until August 2013, clients who already paid for an annual "US Genomic Value Subscription" at Holstein Canada will continue to receive US genomic values for animals in their ownership.
- Until August 2013, requests for individual animal requests for US genomic values cannot be accommodated.

As soon as complete information becomes available, Holstein Canada will communicate its new pricing for the provision of US genomic values to members. 

# Spreading the Good News of Dairying

**HOLSTEIN CANADA MEMBERS** across Canada have taken to social media airwaves to spread the good news of dairy farming to combat misconceptions that Canadian consumers may have of the industry. One Holstein Canada member in particular, has taken his passion for creating videos and educating the Canadian consumer by developing videos to show the many great attributes of dairy farming.

Geoffrey Foth, son of Holstein Canada member Melvin Foth of Chermel Farm in Hague, SK has taken his hobby of creating videos as a pastime and has now used these videos to share online through the video-sharing platform, YouTube.

The 23 year-old third year Agribusiness student at University of Saskatchewan posted his first video on YouTube in early 2012 and has already received more than 370,000 hits from a number of international countries. Geoffrey wanted to show the lifestyle of dairy farming and combat the many negative perceptions and myths that exist about the Canadian dairy industry, which led him to produce the popular videos. "I made the videos because I enjoy making farming videos, and it is a way to express my enthusiasm for farming and agriculture," says Foth. "I wanted to show what dairy farming was like from a first person perspective and show people that dairy farmers take the best care of our animals." Geoffrey says all the positive feedback he has received makes creating the videos all worthwhile. Foth works part-time on his family farm and fully intends on returning home after school to farm full-time.

If you would like to view Geoffrey's videos, visit [www.youtube.com](http://www.youtube.com) and search for "Milking - Dairy Farming in Canada #2" or "Silage 2011 - Dairy Farming in Canada." You can also scan the QR code below with your smartphone to view the videos directly. 🇨🇦



## Iconic Montvic Prints Available

**THE MOUNT VICTORIA** Farms in Hudson, Qc have a historic connection to not only Holstein Canada, but the entire Canadian Holstein industry. 95% of every Holstein in the world can be traced back to bulls with the legendary *Montvic* prefix. In 1899, the man behind *Montvic*, Mr. Thomas Bassett (T.B.) Macaulay, purchased land west of Montreal where he built the iconic red barns atop Macaulay Hill. Years later, at the age of 65, T.B. Macaulay purchased his first registered Holstein and began the *Montvic* prefix. It was T.B.'s famous purchase of Johanna Rag Apple Pabst that broke sale records at the time and began the foundation to the herd, which would later produce eight Class Extra sires.

Hailing seven Grand Champion titles at the Royal Agricultural Winter Fair, *Montvic* quickly became legendary in the Holstein industry. The contributions of *Montvic* helped to further advance the Holstein breed to what it is today. *Montvic* can be found 45 times in the pedigree of one of the greatest bulls ever bred and used in the Holstein industry—*Hanoverhill Starbuck*. The

herd was dispersed after 18 years after the death of founder and owner T.B. Macaulay.

Sadly, the iconic red barns were recently torn down due to development, but there is one way to remember and treasure *Montvic* forever. Years ago, a custom painting was done that depicted three well-known animals in the Holstein industry — Johanna Rag Apple Pabst, Comestar Laurie Shiek, and Hanoverhill Starbuck— painted by Christiane Gagnon entitled "Once Upon a Time." This famous painting can be found hung proudly on the walls at Holstein Canada.


250 replicated prints of "Once Upon a Time" were also made available by Holstein Canada to be given to 4-H clubs, Holstein clubs, and/or branches throughout the years. There are still a number of these prints available unframed and free of charge to those who would like to use them for club/organization fundraisers. If you are interested in receiving a "Once Upon a Time" *Montvic* print, please contact Holstein Canada's Marketing department at 519-756-8300 ext. 233 or alternatively at [marketing@holstein.ca](mailto:marketing@holstein.ca) 🇨🇦



# Website Redevelopment Underway



**AS OUTLINED IN** Holstein Canada's 2013-2014 Strategic Plan, one of the priority projects in 2013 is the redevelopment of Holstein Canada's front-facing website at [www.holstein.ca](http://www.holstein.ca). Initially redesigned in 2009, the goal in 2013 will be to complete a full facelift of Holstein Canada's website allowing for a brand new and more stable website for Holstein Canada members and users; easier access to information; a responsive design for all platforms that is adaptable to all smartphones and browsers; and full integration of Holstein Canada social media channels. This project will encompass a true 'rebranding' of the look and feel of the Association's website, while ensuring the website's main functions (Animal Inquiry, Animal Information Sheet and Online Account features) will not be jeopardized and will be maintained in the new website.

Phase I portion of the website redevelopment will incorporate only a facelift of the external front-facing website while a phase II portion of the project in the long-term will include new data features and facilitate development of services using new technology. Over the next few months as the project unfolds, members will have the opportunity to be consulted for feedback to ensure the new website includes features that are enjoyed by all members. A Technology Forum was held at the 2013 National Holstein Convention with Young Adult participants to gather their feedback on all technology-related matters to better suit and meet the needs of our current and future members. If you have any comments or suggestions for Holstein Canada's new website, please send them to [info@holstein.ca](mailto:info@holstein.ca) 

## TOP SIRES ACCORDING TO AVERAGE FINAL SCORE OF 1ST LACTATION DAUGHTERS

Based on 1st Lactation Classifications from January/February 2013

Top 10 Sires with 100+ Daughters Classified in Two-Month Period

Top 10 Sires with 30-100 Daughters Classified in Two-Month Period

Sire	Daughters Classified	Avg. Daus Score	Avg. Dam Score	Sire	Daughters Classified	Avg. Daus Score	Avg. Dam Score
DUPLEX	100	82.57	83.10	G W ATWOOD	66	83.17	83.00
DAMION	120	82.11	81.83	AFTERSHOCK	82	82.30	82.17
SANCHEZ	338	81.89	82.64	BALTIMOR	96	81.43	81.00
BOLTON	221	81.46	81.49	PROMOTION	39	81.21	82.08
TEE OFF	124	81.14	80.38	DUSK	48	81.19	81.08
MR SAM	115	80.86	79.96	FINAL CUT	53	80.92	80.81
DENZEL	359	80.64	80.33	ALTAOUTBOUND	85	80.82	80.24
RE DESIGN	162	80.57	80.15	PROMAR	70	80.77	80.67
ARBOR	103	80.42	80.02	LIGHTNING	57	80.74	79.33
PICOLO RED	183	80.21	80.06	LAVANGUARD	33	80.73	80.24

**NOTE:** Daughters are included in the statistics only if both the daughter and her dam calved for the first time before 30 months and were both first classified within the first six months of lactation. Sires listed must have >=50% of daughters that improve in score over the dam.

## CLASSIFICATION SCHEDULE

MID-ROUND **MR**

### APRIL

- ON Northumberland, Durham, Victoria, Lennox & Addington, Prince Edward, Hastings
- QC Montcalm, Maskinongé, Champlain, Lavolette, Portneuf
- QC **MR** Montmagny, L'Islet
- ON Frontenac, Waterloo
- QC Chicoutimi
- QC **MR** Kamouraska
- PE, NS, NB, NL
- QC Lac St. Jean, Roberval, Lapointe, Dubuc, Charlevoix, Vaudreuil-Soulanges, Huntingdon

EARLY

MID

LATE

### MAY

- ON Wellington
- ON **MR** Oxford
- QC Châteauguay, Beauharnois, Laprairie, Napierville, Saint-Jean, Iberville, Brome,
- SK
- QC Shefford, Richmond, Missisquoi

EARLY

MID

- ON Northern Ontario, Thunder Bay, Niagara, Wentworth, Haldimand Norfolk
- ON **MR** Perth
- QC Sherbrooke, Stanstead
- QC **MR** Rivière-du-Loup, Témiscouata, Rimouski, Matapédia, Matane, Bonaventure, Arthabaska, Mégantic

LATE

### JUNE

- ON Brant, Prescott
- QC **MR** Wolfe
- ON Dundas, Stormont, Glengarry, Russell
- ON **MR** Leeds, Grenville
- QC Compton, Frontenac
- QC **MR** Lotbinière, Yamaska, Nicolet
- BC **MR**
- ON Carleton
- ON **MR** Lanark, Renfrew, Grey, Bruce, Huron
- QC Beauce

EARLY

MID

LATE

# HOLSTEIN CANADA

## IS SPRING CLEANING



**FREE SHIPPING**  
on all items for the month of May

**FREE SHIPPING & NO TAX**

on all "ROYAL Winter Fair" items only for the month of May

**NEW**



Voted most Popular Wearable

*Bonded 3-Layer Soft-Shell Jacket with Laser Perforation*



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**NEW**



*Colour Block Wind Jacket*



Cap Texture

*Chino Twill Cap*



*Set of 4 Coffee Mugs*



*Beer Stein*



Take advantage of this great offer for **FREE SHIPPING** during the month of May...

To place your **ORDER**: Visit [www.holsteincanadastore.com](http://www.holsteincanadastore.com) and click on the items you wish.

\*Should you have any questions, please call Marylee, your Holstein Canada apparel Representative at 1-800-383-4938, ext. 4146

## info Holstein

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